

Table 1. Evaluation of aesthetic psychology of college students of different grades

Grade	Aesthetic perception	Aesthetic taste	Aesthetic feeling
Freshman	4.25	4.18	4.35
Sophomore	4.37	4.33	4.46

Conclusions: Aesthetic psychology includes many elements such as perception and attention. These elements have complex and subtle interactions. Aesthetic psychology plays an important role in individual aesthetic experience and judgment, and also affects the individual's ability to capture the beauty of aesthetic objects and improve their aesthetic ability. It has the characteristics of consciousness, individual differences and diversity. Music appreciation education is conducive to cultivating individual aesthetics, improving individual aesthetic level, and making individual body and mind healthier through music singing training. Music appreciation education can also promote the improvement of individual intelligence, balance the development of left and right brain, and make the thinking more active and creative. After the reform, music appreciation education has stimulated students' music aesthetic emotion, promoted the improvement of students' aesthetic psychology, and improved students' aesthetic ability.

Acknowledgement: The research is supported by: This article belongs to Phased Research Fruit of the Key Projects of Higher Education Teaching Reform in Henan Province Theoretical and Practical Mixed Paradigm Innovation and Practice of College Aesthetic Education Model (No. 2021SJGLX319).

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THE INFLUENCE OF UNIVERSITY LIBRARY INTERIOR DESIGN ON STUDENTS' READING PSYCHOLOGY UNDER THE DESIGN PSYCHOLOGY

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Background: Design psychology is a branch of psychology, and its application field is ergonomics. With the passage of time, design psychology has been accepted by more people and applied more widely in the ordinary design process. Psychology is the basis of design psychology. Design psychology combines psychology, design art, aesthetics and other disciplines. When designing, it will analyze users' attention, perception and memory from the perspective of users, and carry out targeted design according to the characteristics of these three aspects. Study the way consumers' brains process external information, find out the factors that can attract users, and combine these factors to design, so as to arouse the resonance of users. The library is an important way for college students to learn knowledge. The school library provides a place for teachers and students to read, so that teachers and students can consult relevant literature. The rich collection of books enables them to find a lot of literature they need. On the whole, the library has three main characteristics. First, the library guides students' thoughts, enables students to sublimate their thoughts and cultivate their spirit under the influence of the second classroom, so that students can have noble morality, consciously restrict their words and deeds, and learn to introspect. The reader group faced by the library is relatively stable. The reader group is basically teachers and students of the school. The demand of these reader groups is also relatively stable. The demand for the type and quantity of relevant books basically changes little, which can meet the learning needs of teachers and students. The reader group shows two characteristics in reading needs, namely, periodicity and centralization. According to the different stages of work or learning of teachers and students, there are great differences in the needs of the types and scope of books, but there is centralization in the reading time and types of books. The analysis of students' reading psychology can be divided into four types: safety needs, comfort needs, knowledge needs and communication needs. Due to the particularity of their physical and mental stage, some students have a strong thirst for knowledge. They are full of energy and curious about the things around them. The library has a large number of different kinds of books, which is an excellent place to meet their thirst for knowledge, so as to improve their ability. Some students want to answer their doubts by searching for information in the library because they encounter difficulties in their study. Some students are quiet and like to be alone, so they choose to read in the library to seek a sense of security, which is also a kind of reading psychology of students. Therefore, when carrying out the interior design of the library, we need to consider the reading needs and reading psychology of teachers and students. From the perspective of design psychology, we should carry out the interior design of university Library and study its impact on students' reading psychology.

Objective: Understand the reading psychology of college students and the interior design of the library. According to the reading needs and psychology of students, from the perspective of design psychology, the interior design of the university library is carried out to meet the basic functional needs on the basis of people-oriented, so that students feel respected, the space environment is comfortable, the lighting should be soft and not dazzling, and the space color matching is reasonable, which meets the physiological needs of vision, hearing, etc. Psychological needs enable students to feel relaxed physically and mentally, produce a sense of security and belonging, and students can calm down and read books. Reflect the characteristics of campus culture and traditional culture, let students get cultural experience, stimulate students' interest in reading, and let students sink into the ocean of knowledge.

Subjects and methods: The research objects are college students. 350 college students are randomly selected from a university. The selection criteria of the research objects are age, gender, major, grade and family background. Understand the reading psychology of college students and the interior design of the library, use the knowledge of design psychology to carry out the interior design of the library, record the relevant data of the students after the interior design of the library, study the reading psychology scoring of the students after the interior design of the library, and use S-PLUS software to process the relevant data. The scoring method is grade 1-5. The higher the score, the heavier the score.

Results: Many college students like to read in the library. Some students like to be alone because of their quiet personality. This will make them feel safe. Some students want to learn more because of their strong thirst for knowledge. By applying the knowledge of design psychology to the interior design of the library, the students have gained a higher sense of security and more relaxed physically and mentally. The female college students' sense of security score is 4.75. The results are shown in Table 1.

Table 1. Reading psychological scores of students of different genders

Gender	Sense of security	Sense of belonging	Thirst for knowledge
Female	4.64	4.51	4.62
Male	4.75	4.68	4.45

Conclusions: Design psychology is a branch of psychology. Design psychology combines psychology, design art, aesthetics and other disciplines. When designing, it will analyze users' attention, perception and memory from the perspective of users, and carry out targeted design according to the characteristics of these three aspects. Nowadays, the reading psychology of college students is mainly divided into four types, namely, safety demand, comfort demand, knowledge demand and communication demand. When the library carries out the interior design, it needs to comply with the students' reading psychology. From the perspective of design psychology, the library interior design should meet the basic functional needs on the basis of people-oriented, so that the students feel respected, the space environment is comfortable, and the lighting should be soft and not dazzling. The space color collocation is reasonable, so that students feel relaxed physically and mentally, have a sense of security and belonging, and meet students' reading psychology.

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UNIVERSITY FINANCIAL MANAGEMENT BASED ON BIG DATA TECHNOLOGY ALLEVIATES THE NEGATIVE PSYCHOLOGY OF ACCOUNTING WORKERS

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Background: Negative psychology is a kind of negative emotional reaction, which will cause certain damage to the individual's body and mind, make the individual's life become depressed and decadent, reduce the individual's curiosity about the things around, and make the individual feel that the things in life are boring. Individuals with negative psychology avoid socializing, do not want to have too much contact with others, like to be alone, and will have a rejection psychology towards places with a large number of people, and will unconsciously feel bored. Negative psychology will also have a negative impact on the individual's study and work, making the individual's enthusiasm for study and work decline, and the learning efficiency and work efficiency are low. When an individual has negative psychology, depression and irritability will make others subconsciously away from him, resulting in an isolated situation. The causes of negative psychology are related to the individual's personality and the surrounding environment. Individuals